



Says

What have we heard them say?
What can we imagine them saying?



Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

where
should I
sstart?

what is best
for me?

what do you
think?

what is
best

wasting
toomuch
time?

I want best?



Health

Short summary of
the persona

more
research

fear

asks friends

chceks the
wep site

Excited

happy



Does

What behavior have we observed?
What can we imagine them doing?



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?